



Texas Department of Agriculture invites you to Apply for the Upcoming  
State Trade Expansion Program (STEP)

# Texas-Sub Sahara Africa Agriculture Trade Mission



Lagos, Nigeria | Accra, Ghana

May 7-13, 2017



## Mission Goal

The Texas-Sub Sahara Outbound Trade Mission (OTM) to Nigeria and Ghana will provide Texas Eligible Small Business Concerns (ESBC's) with first-hand market information, access to government decision makers and one-on-one meetings with business contacts from Nigeria, Benin, and Ghana. Our goal is to assist Texas businesses position themselves to enter into or expand their presence in the Sub Sahara Africa market through this unique multi-country trade mission.

Texas Department of Agriculture (TDA) will develop the agenda, facilitate logistics and cover most on-ground expenses during the Mission. Participants maintain responsibility for their air travel to and from Nigeria, Ghana and their in-country lodging costs. **Application forms must be received by January 20, 2017.** Participants interested in this trade mission through **STEP** can find more information by contacting:

- Carlos Guerrero, International Marketing Coordinator  
[Carlos.Guerrero@TexasAgriculture.gov](mailto:Carlos.Guerrero@TexasAgriculture.gov) or
- Denise Rodgers, Grant Coordinator [Grants@TexasAgriculture.gov](mailto:Grants@TexasAgriculture.gov)

## Why Sub Sahara Africa?

Sub-Saharan Africa's economy and demand for U.S. products continues to grow, providing significant untapped market potential for U.S. agriculture. Over the last decade, GDP and agricultural imports have been on a steady positive trend. Sub-Saharan Africa's top agricultural imports are consumer-oriented products, namely prepared foods, dairy, tree nuts, sauces and condiments, wheat, rice, corn, wine/beer, and vegetables. Nigeria is one of the world's largest markets for U.S. wheat exports. Overall, U.S. exports of agricultural products to Nigeria totaled \$671.5 million in 2015. The U.S. exported nearly \$75.8 million in food and agricultural products to Ghana in 2015.

## Prominent Agricultural Market Sectors

- **Nigeria:** OTM & B2B Meetings Based on Business Participants' Product Lines
- **Benin:** OTM & B2B Meetings Based on Business Participants' Product Lines
- **Ghana:** OTM & B2B Meetings Based on Business Participants' Product Lines

## Apply Now!

Texas agriculture businesses are invited to **apply online** for participation by visiting:  
[TexasAgriculture.gov](http://TexasAgriculture.gov), under Grants & Services

**Application Deadline:**  
**January 20, 2017**

*Hosted by Texas Department of  
Agriculture, International Marketing*

## Schedule of Mission:

### May 7-9: Lagos, Nigeria

- Educational Presentations
- B2B Meetings with Businesses from Nigeria and Benin
- Business Networking Events

### May 10: Nigeria and Ghana

- Travel to Accra, Ghana

### May 11-13: Accra, Ghana

- Educational Presentations
- B2B Meetings with Businesses from Ghana
- Business Networking Events

## Questions? Please Email:

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[Carlos.Guerrero@TexasAgriculture.gov](mailto:Carlos.Guerrero@TexasAgriculture.gov)  
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Texas Department of Agriculture



Connecting Texas Businesses to the World

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